

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A method of operating a telephony service on a telephony network, the method comprising:  
establishing ~~and/or requesting~~ a telephonic connection ~~and/or a call~~ between a caller and a call recipient;  
receiving a command signal ~~initiated by the caller and/or the call recipient and/or the telephony network~~ on a network device during any phase in the call process, ~~the command signal comprising a data signal and/or tone~~; and  
initiating ~~a service to the caller and/or the call recipient, or initiating~~ a transaction between the caller and the call recipient in response to receiving the command signal, the transaction being other than a standard call connect and/or disconnect command connection transaction, the transaction affecting billing for the telephonic connection.
2. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the command signal is initiated by the caller during a call set up phase ~~and/or~~ or a call connected phase.
3. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the ~~call recipient is any person, a company or any other entity with a directory and/or dialed telephone number~~ transaction is a service provided to the caller or the call recipient.
4. (Currently Amended) A method of operating a telephony service according to claim 1, ~~which includes the step of~~ further comprising transmitting a prompting prompt ~~the caller and/or the call recipient indicating a request~~ to provide the command signal.

5. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the ~~service and/or transaction are/is~~ is automatically assembled initiated in response to various at least one criteria, including the caller and/or call recipient attributes and the called destination.

6. (Currently Amended) A method of operating a telephony service according to claim 5, wherein the at least one criteria is an attribute associated with the caller and/or or call recipient attributes include credit and availability, and the called destination include mobile or fixed, and national or international.

7. (Previously Presented) A method of operating a telephony service according to claim 1, wherein the command signal is issued by the caller prior to the call connect command.

8. (Currently Amended) A method of operating a telephony service according to claim 7 wherein the command signal ~~can either be prefixed or postfixed to the call recipient's directory and/or~~ is appended to a dialed telephone number.

9. (Currently Amended) A method of operating a telephony service according to ~~claims~~ claim 1, wherein the data signal ~~and/or tone relates to~~ is associated with the activation of at least one of the "\*", "0" or "#" keys of the telephone equipment of the caller key of a telephone.

10. (Currently Amended) A method of operating a telephony service according to claim 9, wherein ~~each of the "\*", "0" or "#"~~ a plurality of keys [[is]] are associated with a different category of service or transaction plurality of transactions, and wherein each of the plurality of keys is associated with a single transaction from among the plurality of transactions.

11. (Currently Amended) A method of operating a telephony service according to claim 10, wherein ~~[[the]]~~ a “\*” key is associated with telephony and billing functions, ~~[[the]]~~ a “0” key is associated with interactive network operator and information services access, and ~~[[the]]~~ a “#” key is associated with commercial banking transactions between the caller and the call recipient.

12. (Currently Amended) A method of operating a telephony service according to claim 1, wherein ~~a dedicated key is used to provide~~ the command signal is received from a telephone, and wherein the telephone, upon activation of a dedicated key, transmits the command signal.

13. (Currently Amended) A method of operating a telephony service according to claim 12, wherein the dedicated key is selected from a group comprising ~~[[the]]~~ a “@” symbol, a ~~colour~~ color coded key, and a programmable key, a and/or menu item, and a and/or button.

14. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the command signal is received from a telephone, and wherein the telephone, upon activation of ~~provided using a biometric trigger, based on either voice and/or fingerprint recognition~~ transmits the command signal.

15. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the command signal comprises ~~audio tones and/or data signals and/or signals transported over control channels and/or the network~~ an audio tone transmitted from a mobile telephone.

16. (Currently Amended) A method of operating a telephony service according to claim 1, ~~which includes the step of~~ further comprising automatically associating a function indicated by the command signal with the caller as identified by ~~the directory~~ a telephone number of the caller.

17. (Currently Amended) A method of operating a telephony service according to claim 16, wherein the ~~directory~~ telephone number of the caller is ~~established by~~ derived from a caller line identity (CLI).

18. (Currently Amended) A method of operating a telephony service according to claim 1, ~~which includes the step of~~ further comprising automatically associating the ~~function indicated by~~ transaction with the command signal ~~with~~ based on the call recipient, ~~as indicated by the directory telephone number entered when establishing the telephonic association.~~